



CITY OF DURHAM | NORTH CAROLINA

MEMORANDUM

Date: June 28, 2012

TO: Thomas J. Bonfield, City Manager

THROUGH: Keith Chadwell, Deputy City Manager

FROM: Kevin Dick, Director – Director, Office of Economic and Workforce Development
Christopher Dickey, Senior Manager - Economic Development
Peter Coyle, Cultural and Business Initiatives Coordinator

SUBJECT: Public Art Project Grant to Brenda Miller Holmes

Executive Summary

This item recommends the approval of a public art grant of \$20,000.00 to Brenda Miller Holmes for a project to create a Durham Civil Rights History mural.

Recommendation

The Office of Economic and Workforce Development (OEWD) recommends that the City Council authorize the City Manager to execute a contract with Brenda Miller Holmes, in the amount of \$20,000.00, for a project to create a civil rights mural at 112 W. Main Street.

After analyzing all responsive grant applications, OEWD, the Public Art Committee and Cultural Advisory Board recommended that the City award a public art grant to Brenda Miller Holmes for a project to design and execute a Durham Civil Rights History mural on the exterior east wall of a privately owned building at 112 W. Main Street, adjacent to a City-owned informal park on the west side of N. Mangum Street between Main Street and Parrish Street.

The recommendation is an amount not to exceed \$20,000.00.

Background

On June 22, 2009, the Durham County Board of County Commissioners approved the use of \$25,000.00 for a Public Art Grant Initiative Pilot Project, with funding coming from

Cultural Master Plan implementation funds transferred to the City by the County for implementation of the Durham Cultural Master Plan. On November 21, 2011, the Durham City Council approved the Resolution Establishing a Public Art Policy. On February 9, 2012, the Office of Economic and Workforce Development issued a Request for Proposals for a Public Art Pilot Project with an application deadline of March 29, 2012. After review by staff of OEWD and the Office of Equal Opportunity and Equity Assurance, eight applications were found to be responsive and were forwarded to the Public Art Committee of the Cultural Advisory Board for review. The proposal by Brenda Miller Holmes was the highest scoring proposal, scoring 87 points out of a possible 100. Following a review of the scoring and a discussion of all proposals, the Public Art Committee, at its April 24, 2012 meeting, voted unanimously to recommend approval of the Holmes proposal. The committee's recommendation was forwarded to the Cultural Advisory Board which, at its April 27, 2012 meeting, unanimously endorsed the Public Art Committee recommendation.

In its recommendation for approval, the Public Art Committee noted that "based on the scores and the discussion, the committee determined that the proposal submitted by Brenda Holmes was the strongest proposal which best satisfied the stated goals of the Request for Proposals with regard to artistic merit, experience of the proposer, community involvement, educational impact and site appropriateness."

The project, as described by Holmes, will engage community members in learning about the history of the Civil Rights Movement in Durham and then to collaborate to create a mural based on this exploration. The finished mural is planned to be 25 feet wide by 33 feet high. The location selected reflects local civil rights history. The City-owned park adjacent to the wall is the site of the former Walgreen's drug store, which was the site of civil rights sit-ins, as was the Kress Building, located directly across Main Street from the location. The building at 112 W. Main Street is within the Parrish Street Project Area.

The project will include four public educational lectures on Durham's Civil Rights History, with the target audience including both adults and Durham Public Schools students. It is planned that Dr. Benjamin Speller will present two of the lectures, with Dr. Beverly Washington Jones and Senator Floyd McKissick, Jr. as the other two lecturers. The lectures will be followed by 6 community workshops to develop visual imagery for the mural. Ms. Holmes will guide the process and incorporate the imagery into a unified design for review by the City and the building owner. Following the end of the design process, Ms. Holmes and community participants will create the mural on the building wall. Ms. Holmes will employ two paid assistants/trainees on the project, with the goal of employing an adult to be recruited from among art majors in the NCCU student body, and a youth to be recruited in consultation with Durham Public Schools art teachers.

The applicant has provided the following timeline for the project:

- Project coordination will begin in September 2012 and continue through January 2013.
- Call for participants will begin in September and will be selected by December 1, 2012.

- Curriculum will be developed and presented to the team at the beginning of January
- Preliminary materials will be purchased
- February 2013 – Four educational workshops scheduled, once weekly during Black History Month.
- March 2013 – Mid- April 2013 – Six weekly design workshops scheduled. Preliminary design presented mid-April for approval.
- May-June 2013 – Scaffolding goes up and painting commences. Weekend paint-ins scheduled.
- June 2013 – Celebrate the completed mural.

The project budget is \$25,000.00. The staff recommends that the City fund \$20,000.00 of the cost with Ms. Holmes responsible for raising the remaining costs, in cash or in-kind services, from other sources. She has committed to do so.

The timeline is for completion of the process within one year of City approval of the grant, with the project to end with a public celebratory event.

The applicant will be responsible for obtaining all necessary permits and approvals. If, for any reason, the proposed location is unavailable, the City and Ms. Holmes, by mutual agreement, may select an alternative site for the project.

Issues and Analysis

A major priority of the City of Durham is increasing and strengthening the economic stability of the City. Studies have demonstrated that arts spending contributes to economic activity and local government revenues, encouraging visitorship and associated spending. Public art adds to the appearance of neighborhoods and promotes a sense of place. Staff endorses the funding recommendation of the Public Art Committee which would serve to promote the continued revitalization and vitality of downtown Durham.

The proposed project, in addition to its inherent value, will serve as a pilot program to develop and test implementation procedures for the new Public Art Policy. The Public Art Committee will use the project to evaluate the effectiveness of that implementation process. The creation and implementation of a public art program was one of the goals of the Durham Cultural Master Plan and the encouragement of public art are stated goals of the Downtown Master Plan, Citywide Strategic Plan and Durham Comprehensive Plan.

OEWD staff and the Cultural Advisory Board are satisfied that there is a reasonable likelihood for success for this project. The applicant's success with similar projects in other cities, as reported by her references, suggests that she has both the artistic talent and the organizational ability to complete the project, on time, with a satisfactory result.

Alternatives

The City Manager may reject the recommendation to approve the funding, or may choose to award the grant for an amount less than recommended. Not funding the project would eliminate an opportunity to involve an experienced public artist in a project of historical

and educational merit. The applicant's project will have a positive effect on the appearance and business climate of the affected location.

Financial Impact

Funding for the project will come from Cultural Master Plan implementation funds designated for public art, already provided for that purpose by Durham County. This project will have no impact on the General Fund.

SDBE

The Equal Opportunity/Equity Assurance Department reviewed the proposal submitted by Brenda Miller Holmes of Durham, North Carolina and have determined that they are in compliance with the Ordinance to Promote Equal Business Opportunities in City Contracting.

SDBE REQUIREMENTS

No M/SDBE or W/SDBE goals were set.

Brenda Miller Holmes subcontracted work to the following certified firm:

Firm	ID	City/State	Amount	% of Contract
Monarch Services	MSDBE	Durham, NC	10%	2,000

WORKFORCE STATISTICS

Workforce statistics for Brenda Miller Holmes are as follows:

Total Workforce	6	
Total Females	3	(50%)
Total Males	3	(50%)
Black Males	3	(50%)
White Males	0	(0%)
Other Males	0	(0%)
Black Females	2	(33%)
White Females	1	(17%)
Other Females	0	(0%)

Attachments

Contract to Create a Civil Rights Mural